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EXTENSION

SERVICE

REVIEW

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In This Issue

How one-sided Adam's and Eve's discussions were we have never been told. However, in Ohio they "Let Them Talk" and many sides are willingly discussed in the best manner. Interest in the vitalized discussion of farm problems by the grange, the farm bureau, 4-H clubs, county planning committees, and other organizations and groups of farmers and farm families is being stimulated in many communities.

. . .

WHAT remedial measures should be taken to restore a sick farm to the full bloom of health? The budget method of approach, rapidly being perfected in Missouri, was explained in the October REVIEW by D. B. Ibach, the extension economist. "Vivisectioning the Missouri Farm" in this issue carries the discussion one step farther and shows how this technique was demonstrated to 300 Missouri farmers.

. . .

CAREFUL planning and carefully prepared circular letters bring home the bacon in Indiana. A letter that is timed to arrive at the farmer's mail box just when he needs the information most receives more than a wastebasket reception, according to Indiana's animal husbandry specialist. "Take a Letter" tells about his success with circular letters and how they have helped Indiana farmers to raise thrifty pigs.

. . .

HOME demonstration agents are looking forward to another busy year. With the general awakening of farm women to new possibilities and with their increased desire to capitalize on the opportunities before them, it is important that efforts of the women, the home demonstration agents, and the State supervisors and specialists be carefully coordinated. In "A Word or Two on the Home Program" four States from four

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regions explain the technique that they have followed in developing effective programs.

. . .

BARRELS of fun and barrels for furniture were a part of the activities described in "The Home Demonstration Council as it Works in Florida." This interesting article tells of the work of the councils and the part they have taken in spreading extension practices throughout the State.

On The Calendar

Supervisors and Teachers of Home Economics of National Education Association, St. Louis, Mo., February 25-26.

Houston Fat Stock Show, Houston, Tex., February 29-March 8.

Southwest Texas Boys' Fat Stock Show, San Antonio, Tex., February 26-28.

Sixtieth Annual Convention Texas and Southwestern Cattle Raisers Association, Amarillo, Tex., March 10-12.

National 4-H Club Camp, Washington, D. C., June 18-24.

Home Economics Association Meeting, Seattle, Wash., July 6-9.

COUNTY extension agents are just beginning to realize the advantages of radio talks in strengthening their work in the counties. More than 100 agents are now using radio in some form or another and others are rapidly undertaking programs. "Agents on the Air" tells about the experiences of two agents who have been very successful with this medium.

. . .

OUTLOOK conferences are not new to Oregon farmers. During the 10 years that organized economic conferences have been held under the auspices of the Oregon Extension Service the success of every conference was found to depend on the thoroughness with which advance information was obtained.

. . .

A BIT of credit for extension workers and "More Credit to the Farmer" are the thoughts expressed in the article by W. I. Myers, Governor of the Farm Credit Administration. Governor Myers says that the emergency need for credit is past but the more important job of establishing farm credit as a permanent institution in our agriculture is just beginning.

THE EXTENSION SERVICE REVIEW is issued monthly by the EXTENSION SERVICE of the United States Department of Agriculture, Washington, D. C. The matter contained in the REVIEW is published by direction of the Secretary of Agriculture as administrative information required for the proper transaction of the public business. The REVIEW seeks to supply to workers and cooperators of the Department of Agriculture engaged in extension activities, information of especial help to them in the performance of their duties, and is issued to them free by law. Others may obtain copies of the REVIEW from the Superintendent of Documents, Government Printing Office, Washington, D. C., 5 cents a copy, or by subscription at the rate of 50 cents a year, domestic, and 75 cents, foreign. Postage stamps will not be accepted in payment.

C. W. WARBURTON, Director

C. B. SMITH, Assistant Director

L. A. SCHLUP, Acting Editor

Let Them Talk

Say Ohio Leaders Who Use Discussion in Teaching

"IN OHIO we are not trying to start a discussion movement but are trying to make our rural leaders conscious of the value of the discussion method in carrying on their work, for the discussion method can be made to rival the parable as a method-vitalized teaching", states J. P. Schmidt, supervisor of farmers' institutes in Ohio and State discussion leader.

All kinds of groups have been urged to experiment with the idea. The grange, farm bureau, 4-H clubs, county planning committees, the college faculty, community adult schools, rural ministers' summer school, and vocational agricultural departments have been helped to put on panels, forums, and discussion groups at their regular meetings.

Discussion itself was an integral part of the summer and fall training conferences of farmers' institute speakers and other extension workers. Camp Ohio, where these meetings were held, makes an ideal setting for informal discussion, and it was possible to bring out many of the points of technique and possibilities of the method. County and State staff extension workers were divided into four groups with a leader and two assistants. One assistant kept a running account of all that took place; the other noted high spots and aided in drawing out the more reticent members of the group. Only two formal presentations were made during the 3-day period. The rest of the time was devoted to informal discussion and recreation.

When the national discussion project was undertaken, it was decided to try it out first on the faculty, and so a group was organized of representative members of the extension teaching and research staffs. This group carried through a successful series of seven weekly meetings, sometimes using the panel, sometimes the forum, and sometimes a combination of the two.

Wayne and Clinton County farm forums were under way before the national project was undertaken in 1935. Out of the 10-meeting series of Wayne County a county cooperative council was developed whose purpose is to carry on an education program. The new series of Wayne County forum meetings began



"We are trying to make our leaders conscious of the value of the discussion method", says J. P. Schmidt, supervisor of farmers' institutes at Ohio State University.

November 4, 1935. Seven vocational agriculture departments are conducting the series for the community this winter.

The Clinton County farm forum brought together a cross section of rural leadership—ministers, editors, allotment chairmen, 4-H leaders, teachers, bankers, farm women, and others. Discussion leaders came from this group. Besides these two counties, three others held county forums last spring for 6 to 8 weeks.

Seneca County this winter is trying out a community discussion group developed in each of its 13 farmers' institutes. Columbiana County is discussing phases of an adequate adult education program for the county. Montgomery County is making still a different approach in its 11 institute communities. Many Ohio counties are making their county planning committees discussion groups instead of reviewing boards.

In the 4-H State congress, really a junior leaders' conference of youth 16 to 20 years of age, junior and senior leaders worked in pairs of opposite sex. The old principle of "going out two by two" can be recommended. Junior and senior leaders alternated in presiding.

No doubt every State employs the discussion method in 4-H county camps. The majority of Ohio's 88 counties conduct such camps. The youth institutes, camps for those aged 17 to 25, make more intensive use of the discussion method.

Farmers' institutes have taken up discussion dealing with such topics as the future of farming, the agricultural situation, or home and community problems. Farmers and their wives make up 90 percent of the staff who spoke and conducted forums at the 695 community institutes held in Ohio last year, which drew an attendance of 602,530 rural people at 3,353 sessions. Many of the best discussions came at the community meal following the more formal presentation at the preceding session.

Other organizations that helped in trying out new discussion methods and techniques are the Grange, at the lecturers' annual short course last March and also in summer camp, and the rural ministers who tried out panels, forums, and group discussions in their summer camp.

As an aid to all groups carrying on discussion, a bibliography on discussion topics was prepared by the department of rural economics which had been checked on suitability for Ohio conditions. The State and local libraries are kept supplied, and all literature sent out is routed through the county agent's office so that he may be informed on the organization, number of groups, and the type of material sent out and may give any further help in the training of leaders or furnishing information needed.

Agents on the Air

"I'll Tell the World"

WHEN it comes to disseminating the facts about agricultural extension work, the objectives of the farm bureau, and thoughts calculated to inspire and cheer farmers during these strenuous times, we need to literally carry out that much-used expression, "I'll tell the world."

Because this is our belief here in Coles County, Ill., we not only publish farm-bureau news through our Farm Bureau Service magazine twice a month and make much use of the daily and weekly press, but we also have taken advantage of an opportunity to participate in a three-quarter-hour broadcast from a nearby radio station. WDZ is the pioneer grain-market station in the United States, and although its assignment for power is low it is a well-known and popular station in the radius of 75 or 100 miles of Tuscola, where the transmitter and studios are located.

Each Saturday at noon, from 12 to 12:45, central standard time, the three-horse team—Ward, Vic, and "Farmer", conduct what we call the Farmers' Noontide Program. It gives opportunity, we believe, to reach a large percentage of the farmers in our counties, as well as throughout a considerable territory adjacent to Coles and Douglas Counties, with information pertaining to our extension work. We endeavor to make this program inspirational as well as informational; hence we include music and what we call Inspirational Thoughts for the Week. Then we attempt to answer the question, "What's the news in agriculture?" to give concise information concerning some timely farm problem, and finally give dependable information on the trend and possibilities of the livestock market. The trio, or "three-horse team", as we call it, is composed of Ward Cannon, farm adviser of Douglas County, Ill.; Vic Davison, manager of the Coles County Livestock Association, which is a cooperative marketing concentration point serving both counties; and "Farmer" Rusk, farm adviser of Coles County.

The past radio experience of various

members of the three-horse team has, of course, had an influence in bringing about this set-up. We believe that thorough and reliable publicity is one of the most important factors connected with agricultural extension work, and that the right sort of a radio program on a popular radio station, such as WDZ is in this section of Illinois, affords the best outlet

"Farmer" Rusk, Illinois county agent and one of a popular farm radio team, "tells the world" how and why; and County Agent J. L. MacDermid, of Vermont, winner of the State award last year for the best radio talk, tells how he goes about writing a radio talk.

for the sort of publicity we believe in. We open each program with the characteristic jolly salutation, "Howdy folks", and close with "Sincerely yours, 'Farmer' Rusk, Ward Cannon, Vic Davison."

We commend to others of the county-agent fraternity this enjoyable means of contacting farm folks.—*E. W. Rusk, county agent, Coles County, Ill.*

• • •

How I Write a Radio Talk

IN WRITING a radio talk, I spend more time on the first few paragraphs than on all the rest of the talk. Maybe this is personal, but I feel that the proper approach is especially important. I try to awaken interest and summarize in the first part of the talk what is to be said later.

I always try to close my talks with a summary of what has been said, plus a reminder of an easy way to get additional information. In other words, I tell what I'm about to say, say it, then tell what I've said.

My check-back on my talk is to impose on my long-suffering wife by reading aloud the talk to her and having her time me. In this reading I use exactly the same timing and emphasis as I plan to use on the air. The results of this procedure are:

1. I get a very accurate check on the time I will use on the air.

2. I am explaining each point to a non-technical audience. If I do not clearly explain any certain detail, my wife starts asking questions, and I then know that that part of the talk should be rewritten. If my wife were technically trained in agriculture, I believe I would try out my rehearsal on some other audience.

The timing rehearsal usually shows that reading time must be added or subtracted. This is done in the body of the talk by adding or subtracting some detailed point which will not affect the general context, rather than by rewriting or changing my original style.

That is, provided the original explanation was clear to my trial audience. If my original style confuses rather than explains, rewriting is of course necessary.

My style of writing is entirely different from newspaper or magazine writing, and therein probably lies one of our greatest mental handicaps in preparing radio talks. Personally, I try to keep in mind a farmer as an office caller and try to write the talk as I would talk to him. I forget about sentence construction, as we use it in preparing an article for printing, and, if rereading of the talk shows faulty sentence construction, I forget about it and let it ride.

This style develops the "you" and "I" style rather than the impersonal note, and I try to emphasize this angle in the actual presentation on the air.—*J. L. MacDermid, county agent, Orleans County, Vt.*

Double Benefits

A unique idea worked in Dearborn and Ohio Counties, Ind. The cooperation of local farmers, boys from the soil conservation camp, and the county agent, C. A. Alcorn, resulted in the improvement of soil conditions. The first operation consisted of picking up limestone on 214 acres on 18 farms, then the crushing of the stone to be spread on 218 acres which soil tests showed to be lacking in lime. In this way both acreages of land were mutually benefited.

Vivisecting the Missouri Farm

Budget Method Reveals Coordination Needed to Get Most Net Income

The method of budgeting the whole farm in dealing with the farm-management and production problem is brought out in this account of a meeting recently held in Jasper County, Mo., explained by County Agent F. P. Ward. An article describing this new extension method and how it is being tried out in Missouri was published in the October issue of the REVIEW.

A FARM-BUDGETING demonstration, in which the approach is from the angle of the farmer's problem as he finds it, was presented recently to 300 farm operators at the Frank Potter farm near Carthage, Mo. Past results and measures used in obtaining them were, of course, presented, but the emphasis was laid on the forward-looking analysis of the entire farm business. Effective use of the budget method pointed out the coordination needed between the different farm enterprises in supplying maximum total net income consistent with soil maintenance. This method also served to focus attention on the immediate production and price problems and portrayed an estimated future net income based on Mr. Potter's operating plans for 1936. The budget method was used in this all-day meeting because it represents the line of thought the farmer must follow in planning to meet his problems.

Emphasis was placed on needed adjustments in farming systems to conform to a greatly changed agricultural situation by D. B. Ibach, extension economist, who pointed out that if the need for maintaining a reduced output of certain basic crops should become permanent, in order to maintain farm purchasing power, agriculture will be confronted with the problem of producing a smaller output without having at the same time a corresponding reduction in the number of farm operators and workers. This will be the case at least, unless private industry and public works programs are able to absorb the man labor not needed on farms under these conditions. Until this absorption takes place, or until former demand for farm products is restored, it was pointed out that this can only mean lower income per farm family.

Adding to this problem is that of maintaining the future income-producing ability of our farms through crop and pasture systems which will conserve the soil. Therefore, the immediate need is to prevent, insofar as possible, serious losses in farm-family incomes and at the same time practice more extensive farming systems. In many sections of Missouri, lack of original fertility, together with past cropping practices, makes possible the adoption of a soil-conserving farming system which may increase even current incomes above what they would be if past methods were continued. A practical answer to this problem as applied to the Potter farm, consisting of five main fields, is indicated by the accompanying chart.

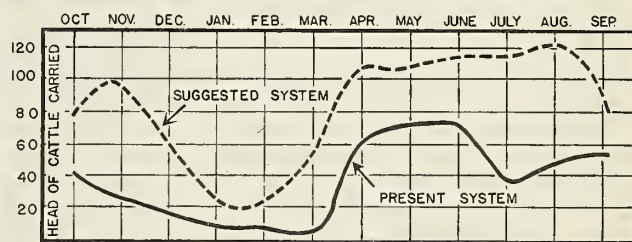
The county agent pointed out that because of the inherent fertility and past soil-conserving practices, corn is still a profitable crop on this farm. However, he emphasized that on many of the less fertile and more rolling upland farms in southwest Missouri adjustment problems will in the future be met in part by substituting barley entirely for corn.

The suggested plan, which incorporates the important features of the Missouri all-year pasture system, permits sufficient grain production to take care of all livestock needs. One essential difference from the present system is that under it the livestock will harvest a great deal more of their own roughage. This has the advantage of not only making pasture available for a greater por-

tion of the year, but it also results in a saving of man labor.

The relation between wise use of credit and sound planning of the farm business was discussed by V. W. Spann, of the Federal Intermediate Credit Bank of St. Louis. Mr. Spann briefly outlined the advantages of the cooperative system of credit now available to farmers and the need for careful planning of the farm business so as to determine probable credit needs in advance. He developed the point that the final determining factor in extending the loan is whether it will directly or indirectly increase the farm income and, for this reason, further emphasized the need of more careful budgeting of the entire farm business.

The budget method (described in the October issue of the REVIEW) was used in developing a forward-looking analysis of the farm business. In this, cash returns were estimated in advance, based on the present intentions of the operator. From this basis it was possible to point



Coordination is the key to larger farm income. This chart shows that more cattle can be carried on the Frank Potter farm with the system worked out at the farm-budgeting demonstration meeting. The solid line indicates the head of cattle carried with his present system, which calls for corn, oats, wheat, and red clover. The dotted line shows the increased head of cattle with the new system planned at the meeting, which provides for (1) barley, crimson clover, vetch, and Sudan grass, all for pasture; (2) double cropping with barley for grain and soybeans for hay; (3) in the remaining three fields a rotation of corn, wheat, and oats with Korean Lespedeza seeded in the wheat and pastured after both of the small-grain crops.

out the probable effects of suggested changes on the immediate and long-time income.

It is planned that this meeting will become an annual affair so that the attention of local farmers can be focused on results of planned adjustments. Such a meeting has the advantage of considering all phases of the farm business in the relation to current and future total net income.

The Home Demonstration Council

What It Is

MRS. LOUISE RAWLE

President, State Home Demonstration Council

WHEN directors and administrative officers of the Cooperative Extension Service began to understand the educational possibilities of the demonstration as a method of instruction and saw the enthusiastic response of the farm homemaker, it was evident that there would be a time when one home demonstration agent in a county could not serve all the families to whom she owed an obligation unless some plan was made by which she could amplify many times her individual efforts. It was out of this necessity that home-demonstration organizations grew. So it is that they have never been an end in themselves but rather a kind of machinery, flexible and adaptable to needs of the objectives they were to help achieve.

The character of the organization is determined by the character of the people, their environment, and the needs of work to be accomplished.

Through social contacts and assumption of responsibility, home-demonstration clubs have developed the potential leadership latent in their membership and provide the community with a group of women trained to cooperative action, to a larger understanding of the responsibility of homemaking, parenthood, and citizenship, ready to aid in any movement looking toward the betterment of life in the community.

As a number of women's and girls' clubs grew and the membership enlarged, it became evident that the agent would have to have additional machinery through which she might extend her work if she were to have time to give the necessary service to unorganized groups in less closely settled parts of the county and follow up the work of individual demonstrators in their homes.

Then, too, the women themselves had enlarged the horizon of their home life. More and more, they desired to come in closer contact with demonstrators and cooperators in other communities, to participate in county-wide activities such as county fairs, marketing of standardized home products, cooperating with health

departments, with recreation groups, and other things which they saw as essential factors in making better homes and creating a more inspiring environment for their growing children.

What the home-demonstration organization at this stage seemed to need was a group of women authorized to represent the local clubs who could counsel regularly with the home demonstration agent, report developments, and assist with county-wide plans of work, also relieve the agent of many details connected with various club activities, including management of exhibits, tours, achievement day programs, and a great many other valuable services that aid in educating the public and extending the demonstration work to farm families who were not represented in home-demonstration clubs.

So a very simple type of organization was determined upon. This organization is a county home-demonstration council of women. The membership is made up of the presidents of home-demonstration clubs and one delegate elected from the clubs. The delegates from the clubs are women who are conducting demonstrations on their farms or in their homes. The council is an advisory group, and its activities are always subject to the approval of the agent. Though very simple in structure, with a president and two or three other officers and a few standing rules, these councils of women have grown in their sense of responsibility and in their knowledge of the value of the extension organization, both to farming and homemaking. They have become so zealous and intelligent in their support of it that home demonstration agents will tell you that without the county home-demonstration council they would be at a loss to know how to meet the increased demands of the work.



as It Works in Florida

What Dade County Did

As Recorded in Its Annual Council Record Book



THE Dade County Home Demonstration Council feels that we have accomplished much on the long-time "live-at-home" program this year, not only among our own members but among 400 rural families on relief. This was done by increasing the production of meats, poultry, eggs, milk, planting more fruit trees, or obtaining bees, and also by canning more than 32,000 containers of products.

The gardens flourished this year, with 22,000 vegetable plants given out to relief members and some of our old members as well. One hundred and nineteen relief members set out perennial plants given them by home-demonstration club members, and 22 members canned beans and tomatoes from the home gardens of other members. We now have about 800 demonstration vegetable gardens among our women members, and almost 500 gardens are being grown by 4-H club girls.

Morale Maintained

The council has felt very keenly the need for maintaining the morale in the homes of the county, especially among our relief members. We have 16 older home-demonstration clubs and 16 new clubs composed mostly of relief clients but with several older members in each new club to keep things going. We have worked on making things of convenience and beauty for the home out of almost nothing. Barrel chairs were very popular. More than 200 barrels were given to the home-demonstration office by the FERA, and these, together with other barrels available, made 322 barrel chairs, as well as hammocks, tables, and other articles of furniture. We sponsored 32 demonstration and work meetings to do this.

Many children's chairs were made of nail kegs; shoes were made from

inner tubes; and rugs, window shades, and curtains from burlap bags and worn clothing. In all, 1,252 families helped in making use of discarded materials. More than 200 magazines were given by home demonstration club members to families on relief. One club established a small library for the 4-H girls.

Another good way of keeping up the morale was found to be the community night recreational meetings for the whole family. These were directly in charge of the recreational sponsor or leader in each community or club, trained at a county-wide recreational council school. As a result of the 23 community nights, 5 communities are planning community buildings.

The council is very proud of the money-making accomplishments of their rural women and girls. Nearly \$10,000 was reported earned by women taught how to can or to use tropical material in making such articles as coconut-frond hats, luncheon sets, book covers, or baskets, which are sold mainly to tourists. Two of our successful demonstrators were asked to go down to Key West to train women there in making up practical articles of tropical materials for a big marketing project they are sponsoring.

Well Done

The council is very proud of every one of their 850 home demonstration club members and 900 club girls who have established at least one definite demonstration in their own home and are keeping records on it. We are proud of the excellent work of our new members. The names of 1,200 additional families on relief have been turned over to the home-demonstration office for investigation to see if these families can be assisted to self-support through our formula of home gardens, chickens, cow, canning of surplus, and the homemaking skills acquired.

What Price Credit?

North Carolina Farmers Save Money Through Local Credit Associations

PRODUCTION credit associations are saving North Carolina farmers money by providing loans, as needed, at interest rates lower than the cost of buying on trade or merchant credit.

The loans, bearing interest at 5 percent a year, enable growers to avoid payment of time-purchase charges which often amount to 10 to 40 percent of the original cost of the commodities.

In agriculture, as in other business enterprises, some form of credit is essential, said E. F. Warner, secretary-treasurer of the Raleigh Production Credit Association.

When a farmer's cash is exhausted, he must either obtain a loan or pay the higher prices charged against credit purchases.

Oftentimes, Warner pointed out, the difference between the interest rate on a loan and the time-credit charges will mean the difference between a profit and a loss for a year's operation of the farm.

Another advantage of a production credit loan is that if a farmer doesn't need all the money at one time, he may obtain it in a series of installments, paying interest on each advance only for the period of time he uses the money.

For example, a farmer may negotiate a loan for \$1,000, receiving \$300 in the spring, \$300, 3 months later, and the remaining \$400 at harvest time. The interest would be \$20.41.

But if he had to pay interest on the entire \$1,000 for 9 months, the charge would be \$38.50.

Any grower is eligible to make application for a loan. When his application is approved and the loan made he is required to take out \$5 worth of class B stock in the local association for each \$100 he borrows.

Production credit associations have been established to serve every county in the State. Any farmer not knowing where to apply for a loan may get the information from his county agricultural agent.

To illustrate how the associations were started and how they operate, Warner outlined the history of the Raleigh Production Credit Association. It was organized in January 1934 at a meeting of approximately 100 Wake County farmers, with John C. Anderson, county agent, and John B. Mann, field representative of the Production Credit Cor-

poration of Columbia, S. C., in charge of the meeting.

The farmers elected from their number a board of directors to manage the association under the supervision of the Production Credit Corporation. The board elected E. F. Warner, Raleigh business man, as secretary-treasurer.

The association was organized with a capital stock of \$50,000. Since then the capital has been increased to \$188,000. The paid-in capital of \$151,075 gives the association a line of credit in excess of \$700,000.

The association makes loans to farmers for general agricultural purposes, including the production and harvesting of crops, the breeding and fattening of live-stock, and the production of dairy and poultry products.

In making the loans, Warner stated, the association considers not only the security in the form of liens on livestock and crops, but also the applicant's net worth, personal character, and ability to repay the loan from the proceeds of his salable crops.

The Raleigh association loaned close to \$200,000 to approximately 800 Wake County farmers during 1934. All this has been collected, with the exception of about \$40 which is well secured.

So far this year, the association has loaned out about \$270,000 to around 1,000 farmers, and by the middle of November it had collected more than 80 percent of the loans.

"Hundreds of farmers of Wake County who have obtained loans from the association have expressed their pleasure and gratification at the assistance rendered them by the association. They were especially gratified by the terms and methods of its operation and hope the organization will be permanent", Warner said.

"Its benefits have been widespread throughout the county among farmers of all classes and limited to no section or color. Farmers who hardly would have been able to carry on their farming operations without the loans are now enjoying the fruits of their industry."

The Production Credit Corporation of Columbia purchased stock in the Raleigh association and all other production credit associations in its district. The proceeds were invested in securities to give

the associations an immediate source of credit.

The securities were pledged with the Federal Intermediate Credit Bank of the district to enable the associations to discount notes with the bank.

Money for the loan funds of the associations is obtained by discounting farmers' notes with the credit bank. The bank, in turn, sells debentures, or short-term notes, to investors in the financial centers.

The amount a farmer or stockman can borrow from a production credit association depends primarily upon the amount he needs to carry on his business and upon how much he can normally expect to repay out of his farming operations. The minimum loan is \$50.

Each farmer who owns stock in an association is given one vote at its meetings. Annual meetings are held in January for the election of a board of directors.

Therefore, Warner pointed out, the responsibility of selecting the directors, and through them the management of the association, rests with the farmer-stockholders.

"In January 1935 the Raleigh Production Credit Association held the second largest stockholders' meeting in the United States", Warner said, in pointing out the interest in the work in Wake County.

New Wildlife Chief

IRA N. GABRIELSON, in taking over the reins of the Bureau of Biological Survey following the resignation of J. N. ("Ding") Darling, said: "Everyone tells me that I have taken the toughest job and am on the hottest spot in the Government service. Maybe that is so. Certainly, the conservation and restoration of our wildlife population is a tremendous task. We have in the past wasted this valuable resource riotously, as we have many other resources with which this continent was endowed. Now we have an opportunity to mend our ways, but our only chance for even measureable success depends on the close cooperation of all agencies. I earnestly hope that extension workers will help us in a constructive program of rebuilding the wildlife resources of this Nation."



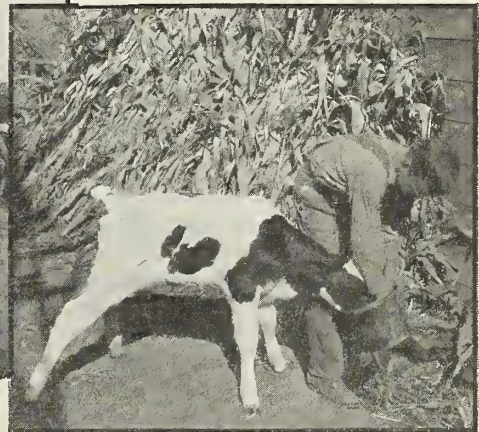
Out of the West

Fattening Nevada lambs on the third crop of alfalfa.



Plowed fields among the Utah mountains.

California oranges famous for good grading and marketing.



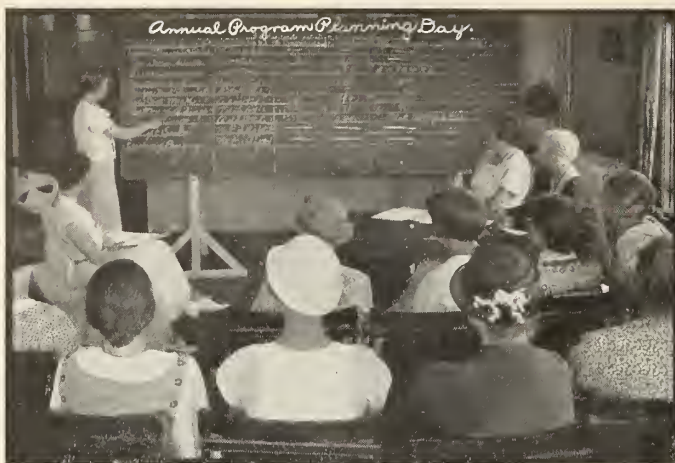
It takes patience to raise a calf.



A young Washington consumer translates knowledge into practice.



Western women are finding many ways to use native wool.



A Word or Two on

Each State has its own methods of developing programs. Increasingly, facts are being used upon which long-time and current-extension programs are based. Both those unchangeable facts which form the basis of economic and social theory and those facts which apply to the current situation and are subject to change must be included.

More and more rural people are assuming responsibility for analyzing local conditions, interests, and needs as a basis for forming a program of work which will enlist the interest and participation of persons interested in self-improvement and in community welfare.

The statements reproduced here tell about some of the devices and procedures used by extension agents in California, Illinois, Massachusetts, and South Carolina to stimulate constructive thinking by rural men and women regarding program planning.

California

For 2 or 3 months before the yearly program is adopted for the county by the county committee, members are urged to submit lists of subjects

which they would like to have incorporated in the program for the coming year. Each chairman then makes up a list of subjects which her group particularly wants and brings it to the county committee meeting set aside for program planning. The lists are read and tabulated upon a black board and then segregated under projects. Mimeographed sheets of these subjects, by projects, are then given to the chairman at the following county committee meeting, and each project is discussed, changes are made if the majority so desires, and the program is finally voted upon and adopted. This is a lively meeting but a thoroughly satisfactory one to all concerned. The projects are next arranged by months, and the programs are made up. Each farm home department member is presented with a yearly program in January.—*Laura L. J. Mantonya, home demonstration agent, Riverside County*

For several years the plan of having programs of work chosen by the community and county has increased in use until now it is in practice in nearly all places. Even at the beginning of a new year the farm women and the home demonstration agent begin to think of needs not included in the current year's program, and memoranda are started for the next year. If the items are emergency needs, they will somehow be added to the current program. But if they are "developing" needs, they are listed for another year. By September of each year a check-up can be made of funda-

mental needs, so that by October and November the center chairmen are ready to pool their lists at the county committee meetings, where the program for the next year is chosen. The two assistant State leaders plan to attend these program-making meetings in order to be sure that requests are fundamentally sound from a home-demonstration standpoint and planned to meet the fundamental needs of the farm home. At each visit during the year the supervisory workers discuss the program, analyzing the needs and helping to build a well-balanced program for the coming year.

After the program for the county is agreed upon, it is then worked into a calendar, and persons and methods are designated to carry it out. Seven to ten rounds of meetings will be calendared for the home demonstration agent; the rest will be allotted to project leader meetings, neighborhood leader plans, special meetings in centers, zoned meetings, evening center meetings, home demonstrators, and home calls.—*Harriet G. Eddy, home demonstration leader.*

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Illinois

Program discussion in unit meetings usually begins 6 months before the county program is to be formulated. Often the local leaders or home adviser first stimulates this discussion, which is continued at succeeding meetings. Counties are using factual data to guide them in these program discussions. Local facts and the results of past programs are often presented by the home adviser, either in unit or county meetings. The data obtained in the home-accounts project serve as a basis for subject-matter

content. The facts which the farm-housing survey revealed have been presented and used to advantage in making the local situation known to those responsible for formulating the program.

Following the discussions in the units, an advisory council is called. One of the State leaders directs the discussion at this advisory council, attended by a representative of each unit and the county executive committee. After the representatives have reported the result of the discussion in their unit, the general objectives for the program for the coming year are determined. The details, including a calendar of work, are developed by a smaller committee of members working with the home adviser and specialists.

All programs reflect an increased interest in the problem of the wise expenditure of money. Information which will develop standards to make the consumer more intelligent in her choice of merchandise is desired. This has come about through dissatisfaction with the service received from garments and equipment and through the necessity of maintaining an adequate standard of nutrition on a much reduced budget.

A program thus developed represents the coordinated effort of women in the county, the home adviser, and members of the university staff.—*Mrs. Kathryn Van Aken Burns, home demonstration leader.*

the Home Program

Some Things Learned by Four States Throw Light on a Fundamental Problem

Massachusetts

The methods employed in organizing the county program are as follows:

Action Speaks Louder Early in the year the home-demonstration agent meets with State specialists and discusses a possible program, using as a basis for discussion opinions and ideas expressed by the county advisory council and homemakers who participated in the extension program the previous year. A program subject to county approval is then made up. At one of the advisory council sessions the State specialist whose project is under consideration explains in detail a possible county program. The council then votes on the project, making suggestions as to changes. This program is then presented to the women of the county at the annual June meeting.

During July, August, and September the home demonstration agent holds committee meetings with all the organized groups, meeting in each community the three officers, chairman, vice chairman, and publicity leader, and the project leaders who served during the preceding year. The complete program is then outlined.—*Evelyn S. Stowell, home demonstration agent, Hampshire County.*

We help our home demonstration agents to determine the county program by conferences with homemakers, specialists, community committees, and leaders; by conducting community studies; by home visits with specialists and the State leader; by conferences with the agricultural and 4-H club agents, and by leaders' annual conferences. Radio broadcasts also bring many problems and requests for information which will be helpful in determining programs.

Outlook material from both State and Federal sources is sent to agents, leaders, and key people in the communities and is used as a basis for discussion at our annual conferences. This is also in-

cluded in the teaching program and has been found especially helpful in "buying problems" and is printed in *The Leader*, a monthly publication for leaders.

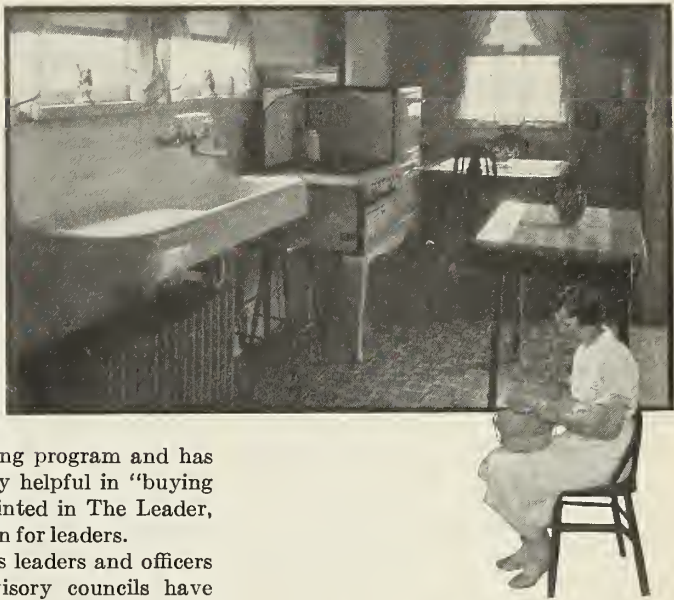
In several counties leaders and officers or members of advisory councils have been called together to discuss programs and to make suggestions of subject matter to be included in various projects. Agents and specialists confer with agricultural agents and agricultural specialists on the need for economic long-time adjustment. We try to think through future needs in order to map out a long-time program, both in the specialists' field and also a well-rounded program so far as the individual mother is concerned. In most counties, a long-time program is mapped out, including all phases of homemaking as well as a long-time program in each field. These are often abandoned or revised as new needs develop, but they are very helpful as guides.—*Annette T. Herr, home demonstration leader.*

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South Carolina

To help home agents in determining a county extension program, information from the census, special surveys, and other similar sources are analyzed and interpreted by the specialists and supervisors in their plans. These are sent out to each home agent. Material for the farm home outlook meetings is prepared by the State staff from all available data and the national outlook conference. This is presented to the home agents by the State agent in three group meetings.

Some member of the State staff then attends one meeting in each county to assist the home agent in presenting the outlook material by means of charts, graphs, talks, and discussions. At these meetings, as a rule, the home agent



presents the farm program and its achievements as they affect this State in particular and the Nation as a whole. The State worker follows this with a discussion of how to use the released acreage by presenting the "minimum food and feed planting plan" which has been prepared by the nutritionist and the men and women production specialists.

The home agent and her leaders hold similar meetings in each community for all men and women of the community. The facts brought out at these meetings are used later for program making.

Local committees are also important in program making. In April the projects and State plans as prepared by the specialists and supervisors are sent to the home agents who discuss them with the women in the various clubs. After the outlook meetings have been held and the projects and plans have been presented and discussed in all the clubs, the agent holds a county program-planning meeting. Representatives from her clubs and county council come together in this meeting to work out with the agent a county program of work.—*Lonny I. Landrum, home demonstration leader.*

Growing

North Dakota's annual 4-H institute is reported to have been the largest since it was established 26 years ago. Project exhibits and demonstrations were made during the institute showing some of the outstanding 4-H club activities during 1935. Programs for farm boys and girls in 52 of the 53 counties in the State have been organized, and enrollment has increased about 40 percent during the last year.

Oregon Surveys the Future

Economic Planning Vitalized by County Conferences

“**O**REGON farmers have been ‘outlook minded’ for years and in some respects have pioneered with the idea of laying their future plans on a community, county, or district basis. Hence the present national movement in the extension service to hold county agricultural adjustment planning conferences has found a ready response in this State”, reports John C. Burtner, extension editor.

The first series of such organized economic conferences were held under the auspices of the Oregon State College Extension Service about 10 years ago at the time that Paul V. Maris, now in the Federal service at Washington, D. C., was director in Oregon.

Early last fall it was decided by the present extension leaders, headed by William A. Schoenfeld, dean and director; and F. L. Ballard, vice-director in charge; that it was time for a new appraisal of Oregon’s agricultural resources and possibilities, and that the task should be carried out in more counties than were previously touched and with the cooperation of more local farm leaders.

Oregon thus had an early start on this year’s program, which was given impetus nationally at the Washington, D. C., conference in October, and expects to have a series of 23 conferences completed by the middle of March and to hold a few others where conditions permit later in the year.

Procedure Followed

THE procedure used in Oregon in setting up these conferences, as developed in the series a decade ago and continued with some improvements at present, is briefly as follows:

The county agent first called in for consultation a group of representative farmers concerned with the major agricultural enterprises of the county and explained the plans for holding the conference. The discussion brought out opinions as to the scope of the study to be made, and from this was determined the number of committees necessary. Four district supervisors were appointed from the central staff to aid the county agents in this preliminary organization work.

Success of every conference was found 10 years ago to depend on the thoroughness with which information was obtained in advance of the actual public conference. After a county chairman was chosen from among the farmers themselves, committee chairmen were selected to represent each of the major enterprises. For example, in Linn County there have been set up committees on poultry, horticulture, soil conservation, agricultural economics, livestock, dairying, and farm crops. In some counties there are other subdivisions, such as committees on small fruits, vegetable crops, seed crops, and the like. A central staff specialist serves as secretary of each commodity committee.

On each committee there were appointed from 5 to 10 farmers. As soon as possible each committee was called together to meet with the county agent and the specialist from the central extension office serving as secretary of that commodity committee. At this first meeting the task of the committee was outlined and the scope of its studies and sources of material were explained. A free discussion was encouraged to bring out the frank opinion of each member as to the county’s needs or problems in the field of this committee. Usually, special tasks were assigned to various members where desirable and tentative plans laid for a second meeting when the material gathered would be assembled and discussed for the first time.

Meanwhile the county agent, in cooperation with the office of the extension economist, prepared statistical information on each county from census reports and other authentic sources, which was turned over to the division of visual instruction to be used in the preparation of charts for each county. These give a graphic picture of the past and present condition of the agricultural industry in that county.

The second series of county committee meetings was arranged so that each was held at least 2 weeks, and usually longer, in advance of the main county conference. The final activities of each committee between then and the time of the conference varied considerably, according to the particular needs of each. Ordinarily the committee members were so enthusiastic by this time and im-

pressed with the importance of the information they were assembling that they would take whatever steps were necessary to make sure that their assembled information was in good shape and that a preliminary report containing recommendations was ready in time for the opening of the county-wide conference.

Publicity Given

THROUGHOUT all this preliminary procedure the widest possible publicity was given to the plans through the press of the county and at public meetings of all kinds. The committeemen who came into direct contact with the work, and in some counties these totaled more than 100 farmers, were able to pass the word to their neighbors personally. Even so, there were frequent questions from those who had not lived in the county during the time of the previous series, or lived in counties where no conferences had been held, who were constantly asking, “Just what is a county outlook conference, anyway?” To assist the county agents in answering this question, the extension editor’s office supplied them with “local fill-in stories” which were widely used. Here are two paragraphs from such typical stories, as used:

“There is nothing mysterious about this farm outlook conference”, stated County Agent Mullen. “It is just a businesslike attempt on the part of the farmers in each county, with the help of the agricultural extension service, to assemble all the facts possible about the agriculture in a county and from these facts to decide as nearly as possible what is the most profitable program to follow in the future. * * *

“In many counties the problem is not so much what is taking place nationally as it is what the county can grow best and most economically. In others it is a question of laying plans on a community and county basis for expanding those products for which there appears to be a good future market. Those who have been reviewing the reports of the economic conference of 10 years ago have been no little surprised to find how accurate and applicable are most of the conclusions made then. Although there is need to add to these findings in the light of new developments, it is encouraging to the

(Continued on page 29)

More Credit to the Farmer . . .

And to the County Agent

W. I. MYERS
Governor, F. C. A.

The time has come to build a permanent credit service for farmers. Governor Myers praises county agents for their efforts during the emergency and points out how they can help to establish a permanent credit organization.

UNTIL recently the emergency work of the Farm Credit Administration has occupied considerable attention of the Extension Service. Now, as the emergency work is passing, county agents and other members of the Extension Service are also assisting the Farm Credit Administration in developing a complete and permanent cooperative credit service for farmers.

Since the Farm Credit Administration was organized in 1933 the Extension Service has helped it with three difficult emergency jobs. First, it has helped to organize production credit associations and directed farmers to the services of these and other credit institutions. Second, county agents have acted as key men handling emergency crop and feed loans. Third, the farm-debt adjustment work, which was a necessary prerequisite to refinancing farmers excessively in debt, was aided materially by the Extension Service.

The purpose of the stop-gap emergency financing was to provide loans immediately to prevent foreclosures, to enable farmers to get credit to put in their crops, and to prevent the starvation of cattle in drought areas last year. Much of the credit for the success of this emergency program very properly goes to the untiring efforts of the county agent and other members of the Extension Service.

The Farm Credit Administration is now primarily engaged in a less urgent—but in the long run more important—task. This permanent work is to enable farmers to purchase credit cooperatively on terms adapted to their especial needs and at the lowest possible cost consistent with sound business practice. The three main types of credit used by farmers are available cooperatively through institutions under the Farm Credit Administration. The Federal land banks make long-term farm mortgage loans. The production credit associations provide short-term funds for agricultural production purposes. The

banks for cooperatives are set up to finance farmers' cooperative marketing and purchasing organizations on a sound business basis.

Except for land banks, the set-up of cooperative credit machinery is new to some farmers, but its purpose is simple. Fundamentally, each of these credit institutions is a cooperative group of farmers organized to buy money from investment markets

teachers in their daily work with farmers.

Farm credit is a two-edge sword. It cuts both ways. It is a powerful agency for good, especially at this time, in the hands of farmers who know how to use it, but it can very often cut the wrong way for the farmer who doesn't know. For guidance and advice in using the credit facilities now available to farmers through the Farm Credit Administration, a great many farmers will look to the county agent.



A Maine Farmer paying off his loan to the Secretary of the Aroostock Production Credit Association

and reloan it for agricultural purposes on terms suited to farmers' needs and at the lowest possible cost consistent with sound operation.

While a great many farmers are already entirely familiar with the meaning of farm management and the effective use of credit, I know of nothing more important to the rank and file of farmers today than the need for more attention to farm finance and the teaching of constructive farm credit. This need should be met not only in agricultural colleges and universities but, also, through the efforts of county agents and vocational agricultural

After the experience of depression, many farmers are "debt conscious" and may be inclined to think of credit or debts as something inherently bad. On the other hand, there are other farmers who may be inclined to think that, after the death of depression, the more adequate credit now provided is like manna from heaven, to be applied for in unusually large doses.

The opportunity for agricultural leaders and teachers to help develop a sane attitude toward farm credit is unusually great. Where farmers have been affected by the fear psychology of the depression,

their attention might be drawn to the fact that now, perhaps, rather than in times of inflation, is a good time for some men to purchase farms, while others may profitably refinance mortgages or other debts which cannot be paid promptly. Farmers who have accumulated debts during the urgency of the depression may be paying an accumulation of high charges for interest, renewals, and the like. If these debts cannot be paid promptly, ordinarily the farmer will profit by refinancing them into a long-term mortgage. This is true because long-term mortgage money is now available at very reasonable terms. The Federal land banks are making new loans through national farm loan associations at 4 percent a year—the lowest rate in their history.

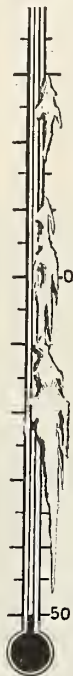
In view of this low interest rate and the improvement that has already taken place in farm conditions, it is not too soon for farmers to begin making improvements in farm land and buildings, badly needed in many instances after the years of depression. Major improvements requiring mortgage loans may be financed with land-bank loans at the interest rate of 4 percent.

While, on the one hand, it is important to point out to farmers where and how credit may be used profitably at this time, on the other hand it is equally important, as conditions improve, to help farmers guard against the dangers of excessive optimism. In the long-time interest of credit education and in the immediate interest of sound financing, it is highly important to remember how many farm losses and foreclosures have had their beginning in unsound credit at times when farm land values were booming.

At present there is some room for improvement in land values, but prices beyond a certain point mean higher taxes, heavier interest, and generally difficult progress for the farmer who is trying to work his way out of debt. One of the soundest things the Farm Credit Administration has done has been to make loans in line with normal values, using farm commodity prices received by farm-

ers during the pre-war period, 1909-1914, as a guide to normal values. That's as near as we can come to making loans that will give farmers the maximum assurance of paying out, without taking undue chances of losing the property.

Now is the opportune time to put production financing on a more satisfactory basis than the farmer experienced prior to 1933. Thousands of farmers are still financing their crop needs by merchant credit. Merchants may be excellent dispensers of products, but ordinarily the cost of "store" credit is high. Farmers



Extension at 50° Below

The work with the colonists at Palmer, Matanuska Valley, this past summer was hampered by a lack of transportation and the general confusion. We tried to hold regular meetings in various camps, and out of these meetings a few permanent clubs have been organized. As soon as the school is finished and the busses become available, I think the women will be able to carry on a definite program of work. Besides club work, we established a market where women can sell what they make. Although some of our sales did not amount to a great deal, some of the women were able to earn some money. One lady made a loom and had sold more than \$50 worth of scarfs. Another lady who lived 7 miles out in the country hitchhiked into town every day for a week and earned \$9 from the sale of her scarfs. I feel certain that some of the women will be able to make a number of things that will sell.

Alaska is living up to its reputation this week—50° below zero this morning.—Mrs. Lydia Fohn-Hansen, Assistant Director, Home Economics, Alaska.

can usually effect appreciable savings by obtaining their credit, as they buy their supplies, from a bank or a credit association.

In some sections of the country particularly, farmers have experienced much difficulty in obtaining production credit at anywhere near reasonable rates. Of the loans made during the last year by one production credit association in the Corn Belt, 122 loans were made to pay debts due financing companies that were charging from 3 percent to 3½ percent interest per month. At the present time, not one of these loans is delinquent. Although some decline has taken place during the last 2 years in the rates charged farmers for short-term credit,

many farmers are paying excessively high charges on debts incurred prior to 1933.

Now is also a good time for the young farmer or tenant who has accumulated some savings, to buy a good farm and home of his own, provided that he can buy at a reasonable price and is not taken in by land speculators. It would be well to remember that in normal times mortgage indebtedness has been the primary means for most farmers to become farm owners. To get a farm of his own the young farmer must either leave his father's home and go out and buy a farm, or, if he remains at home, he must buy out the other heirs.

The depression held up the normal movement of young farmers and tenants into the farm-ownership class. Realizing that, Congress authorized the Farm Credit Administration to make loans to young farmers and tenants to buy farms on the same terms as loans are available to refinance debts.

The Land Bank Commissioner can now make loans up to 75 percent of the normal appraised agricultural value of farms for their purchase. Thus, young farmers and tenants with a 25 percent down payment may finance the purchase of farms with all the advantages of long-term loans having reasonable rates of interest and no renewals to pay. Other farmers who can profitably use more land may have an opportunity to purchase it now, or it may be the time for some farmers to sell their poor

farms and buy better ones.

It will be helpful if the Extension Service continues to assist in informing the farmer of the credit services available through the Farm Credit Administration. In certain areas farmers still are not fully familiar with these services. It is important that this information reach farmers in an educational way rather than through any process of high-pressure selling.

Farm Buildings

Requests for farm-building plans have increased almost 100 percent in Kentucky during the past year, with 610 sets of plans sent out up to October 28, 1935.

Land-Grant Colleges Broadcast From Campus

"How Land-Grant Colleges Serve the Public" is to be the theme of the 1936 Land-Grant College Hour, which is to broadcast a full 60-minute program direct from some land-grant college campus every third Wednesday in the month over the regular Farm and Home Hour network of 50 stations, from 12:30 to 1:30 p. m., eastern standard time.

This service, direct from college campus to farm home, was made possible through the cooperation of the National Broadcasting Co., which is installing necessary broadcasting equipment, leasing lines, and providing the other necessary facilities. The plan was presented to the radio committee of the American Association of Land-Grant Colleges and Universities, and the plan and theme were endorsed by the association at their annual meeting in November.

The first program of the series was presented by Illinois as a feature of the thirty-ninth annual Farm and Home Week on January 15. The famous University of Illinois concert band was featured, together with several special musical numbers from the University of Illinois School of Music. An interesting part of the program was a presentation of the role played by Illinois in the starting of the land-grant college system of education through the thinking and activities of the late Jonathan B. Turner. S. G. Turner, one of his descendents, who is now county agricultural agent in Livingston County, Ill., represented one branch of the land-grant college service.

Eleven institutions have been selected for the 1936 broadcasts. Each institution will present a 1-hour program from its own campus. The States to take part are Arkansas, Colorado, Florida, Illinois, Kansas, Kentucky, Massachusetts, New York, Oregon, South Dakota, and Vermont. The twelfth program will be broadcast from Chicago at the time of the annual meeting of the association.

Oregon Surveys the Future

(Continued from page 26)

present workers to see how worth while were the efforts put forth in those earlier conferences."

Following the series of conferences 10 years ago, the reports for nearly every county were published and served for years as local handbooks for the guidance of growers. These reports served this year as foundation or "points of departure" for the new information and reports.



THIS group of New Mexico Crop Improvement Association officers traveled an average of 1,800 miles to Chicago to honor George R. Quesenberry at the meeting of the International Crop Improvement Association, of which he was retiring president. For 18 years before his appointment as director of extension in New Mexico last July, Mr. Quesenberry had served as extension agronomist and had been largely responsible for the organization and development of the New Mexico Crop Improvement Association. As secretary of the association, Mr. Quesenberry has been active in the affairs of the International Association, acting as secretary in 1933 and as president for the past 2 years.

The extent to which the community cooperated in some of these older conferences is indicated in the following excerpt from the foreword of one of the printed reports:

"Committees of farmers gave thought and time to preparation; local merchants, railroads, dairy manufacturers, feed dealers, and others cooperated in furnishing information helpful to the conference. The extension service of the State agricultural college supplied specialists who brought to the conference the latest information on trends of production and marketing in the State, the Nation, and the world (insofar as they were related to local agriculture) and assisted the conference groups in making their reports."

Same Plan Followed Now

About the same plan for holding the actual conference is being followed this year. The advance schedule of all the conferences was made to allow the special-

ists from the central staff to proceed from conference to conference where each would be most needed. It was arranged so that each of the commodity committees would be "serviced" by a specialist from the central staff at least during the first day of the conference. After the report has been largely formulated, it is not always necessary for the specialist to remain for the second day, when the reports are considered, modified, and adopted.

Here in Oregon the success of these conferences is generally recognized and accepted, but this success has been in direct proportion to the extent that it was possible to obtain intelligent local cooperation and participation. When the reports represented the conclusions of the farmers themselves after considering all facts presented, they became a guide for the future in which the growers themselves had confidence.

On Starting a Council

Although home-demonstration clubs in northern Rhode Island have been organized with officers and local project leaders for 6 years, they have never had a county council until this year, according to Vivian P. MacFawn, home demonstration agent in Bristol County.

Each club has now elected a woman to serve on the council for 1 year. Her duties are to serve as a sort of liaison officer between the club and the State office in reporting what the women in the community need, what they wish to have included in the projects, suggestions and criticisms concerning the work, and to help in reaching more young farm mothers.

A letter was written to the council women asking them to come to a meeting in July and to be prepared for discussion on the above points. On one of the hottest days in July, 22 communities out of 28 were represented. They met at a log cabin on the shores of a little lake and brought their lunch and food to be cooked at the fireplace. Sara E. Coyne, State home demonstration leader, told the women the purposes of the council and urged them to be quiet powers behind the throne in all affairs pertaining to project work, selection of the right local leaders, in getting members more interested in following new suggestions, and pointed out that a council member should

know exactly what each member of her club had done in each project.

Each member present was asked what project had helped her the most in the last year or so. A majority said that work on upholstering and repair of furniture and bedroom improvement had been especially helpful; 16 found clothing work beneficial, and 12 had profited most by the foods and nutrition projects. Most of those present spoke very highly of leader training schools.

Actual construction of clothing was reported as being most helpful. This included pattern altering and short cuts. Those who had made men's clothing felt well repaid. Those who spoke of benefits of the nutrition project said that their families were better in health through the winter, thereby reducing doctors' bills and eliminating colds. Some said they had taken a keen interest in the food-buying project and had induced local stores to sell cooperatively to them. One said that the bedroom project taught her that by doing the work herself and buying wallpaper wholesale she could do all the rooms at once so that everything would look nice at the same time. Her cost was \$5.76 for two bedrooms, hall, pantry, and kitchen.

When the women were asked to plan the projects for the future, it was found that they had done their part in being ready to answer questions—some even

had copious notes with them. Besides regular project work they asked for special help in family-relation problems involving etiquette and manners of young people. They said that their clubs would make up a kit of inexpensive, useful Christmas gifts. They decided that each club should have committees to serve for 2 months each to pass on specific subject matter to young mothers who could not attend meetings. They also said they were very much interested in ascertaining just what was being done by their towns in the way of preschool round-ups, clinics, and the need for further work, and generally showed a real and efficient interest in all extension problems.

Songs That Live

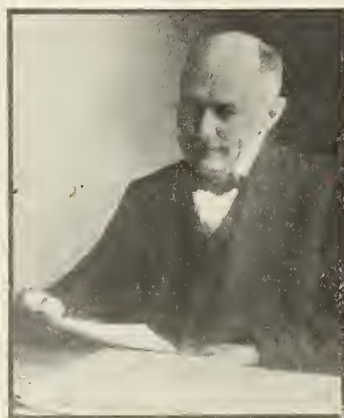
"Songs that live" are to be the musical feature of the national 4-H club radio programs during 1936. They will be played by the United States Marine Band with annotations by R. A. Turner, of the Federal Extension Service. The February program features such old favorites as "Drink to Me Only with Thine Eyes", "Old Refrain", "Annie Laurie", "Believe Me, If All Those Endearing Young Charms", "All Through the Night", "Aloha Oe", "Song of the Volga Boatmen", and "Home on the Range."

The national 4-H radio program is broadcast from 12:30 to 1:30 p.m., eastern standard time, on the first Saturday of each month over stations associated with the National Broadcasting Co.

Death Ends Notable Career

THE entire Extension Service mourns the death of Director C. A. Keffer, for the past 21 years director in Tennessee, who died at the home of his sister in Des Moines, Iowa, December 31, 1935.

Director Keffer was born at Des Moines June 11, 1861, and was reared in that city. He completed special courses at Iowa State College in 1887 with the degree of master of horticulture. His active life led him into many States. He first taught in North Dakota, then in Missouri, and later spent 3 years as assistant chief of the Division of Forestry in the United States Department of Agriculture. After a year at New Mexico Agricultural and Mechanical College he accepted a position with the University of Tennessee, which he held from 1900 to 1914, at which time he was made the first director of the Tennessee Extension Service. He has been active in the extension sections of the Association of Land-



Grant Colleges and Universities, first as secretary, then chairman of the subsection on extension work. In 1931 he was appointed to serve 3 years on the committee on extension organization and policy.

Marketing Lambs

The local grading of lambs before they are loaded for shipment is proving successful in Kansas. On an advertised shipping date in the county, producers bring in hundreds of lambs from many farms. These lambs are graded and marked, and the producer is given an opportunity to take back home the lambs that do not grade in a class commanding a good price. This affords a very effective result demonstration, as many producers can be seen talking together as to how they produced the good lambs, as well as receiving a very instructive lecture by the grader who is usually a representative from the packing plant and well qualified to give a good demonstration.

Take a Letter, Please



Circular Letters Turned the Trick for Indiana's Thrifty Pig Project

After meeting with indifferent success for 4 years, Indiana turned to circular letters to interest farmers in producing thrifty pigs. Ten circular letters sent to farmers are producing results. The first letter was sent a week or two before their sows were to farrow. All except 3 in a survey of 100 farmers had adopted some of the recommendations.

AS THE old saying goes, talk, unless properly followed up, often goes into one ear and out of the other. Indiana has found that circular letters, when well written and timely, meet the acid test in strengthening the auditory and visual impressions received at demonstrations and meetings. More than 7 years ago, John W. Schwab, animal husbandry specialist of the Purdue University Agricultural Extension Department, inaugurated a project dealing with the production of thrifty pigs. After 4 years of the usual demonstrations and farmer meetings, Mr. Schwab felt that he was not making so much progress as he might, so he started to contact the farmers cooperating in the project by means of printed form letters.

Naturally, after some experience with this type of approach, changes were made in the methods of handling the material and getting it into the hands of the man for whom it was written. In 1935, 22 county agents were working on the project in their counties, each cooperating with approximately 100 producers. The producers were asked to enroll in the project, giving the number of sows in their herds and the approximate dates at which the sows were expected to farrow. The county agents then separated the enrollment cards into files which differed as to the dates the sows were to farrow. Those producers whose pigs were expected during February were placed in one group; those expecting new additions the first half of March were placed in another group; and those whose sows were to become mothers after the middle of March were placed in a third group.

The form letters, which were printed on colored paper, were then placed in the hands of the county agents after they

had been prepared at Purdue. Letters 1 and 2 of the set of 10 messages were to be sent to farmers so that they would be received a week or more before the date of farrowing. Letters 3 and 4 followed in a prearranged time, and all those sent after letter 4 were sent to all producers at the same time, regardless of when the pigs had been farrowed.

That this method of handling extension projects is effective is shown by the results of a personal survey of 100 cooperating farmers made by Mr. Schwab recently. He found that 85 percent of the cooperators moved their sows from places of infection at farrowing time, as recommended in the letters. Thirty-five percent scrubbed the farrowing pens, and

62 cleaned and disinfected, while only 3 did nothing.

Eight of those interviewed used the pig starter recommended by Mr. Schwab (70 pounds corn, 20 pounds wheat, 10 pounds tankage), while 20 used other combinations to start their pigs. Mr. Schwab reported that 95 of the 100 farmers interviewed said that they were benefited by the letters and that 74 of them were keeping the letters for reference, while some of the others were keeping the letters they felt were most helpful. The survey showed that the farmers believed the letters on sanitation were the most important in the series whereas those on feeds and feeding were a close second in popularity.

Honored by Epsilon Sigma Phi

Certificates of recognition for outstanding extension work during 1935 were awarded to 13 extension workers at the Grand Council Convocation of Epsilon Sigma Phi, the national honorary extension fraternity. These men and women, honored by their coworkers for their noteworthy extension accomplishments, represented every part of the country and many lines of endeavor. They are Rodney Tucker, Colorado county agent; J. C. Taylor, director, Montana; C. R. Filerup, Arizona county agent; T. A. Coleman, assistant director, Indiana; J. M. Feltner, Kentucky State agent, 4-H club work; Mrs. Maggie W. Barry, Texas specialist in rural women's organization;

Mrs. Rosalind Redfearn, North Carolina home demonstration agent; Mrs. Edith M. Barrus, Florida home demonstration agent; Director T. B. Symons, of Maryland; Director A. L. Deering, of Maine; Director Cecil W. Creel, of Nevada; Dr. Nellie Kedzie Jones, Wisconsin; and Neale S. Knowles, Iowa.

This organization, now entering its tenth year, has chapters in 46 States, Hawaii, Puerto Rico, and the District of Columbia, with a membership of about 1,900 extension workers, all of whom have a record of 10 years of successful service. They plan to continue giving special recognition each year to those extension workers, both county and State, who make an outstanding record of achievement.

Potato Program

Since the 10-year-old New Hampshire 300-bushel potato club was established in 1926, the State's average yield has increased from 165 bushels per acre to 185 bushels in 1934. As high yield is usually accompanied by low cost per bushel, these figures indicate real progress.

A second indication of progress is shown in the fact that in 1932, for example, 40 percent of the growers planted potatoes in soil which had previously been in sod or hay land. In 1934 only 25 percent was planted in sod land where wireworms are likely to cause trouble.

A third improvement is the quantity of seed used per acre, the five best growers having used an average of 17 bushels per acre in 1929, 20 bushels in 1932, and 21 in 1934.

A fourth important trend is in the greater use of double-strength fertilizer, especially on the medium to heavy soils.

More frequent spraying or dusting has also given excellent returns.

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Better Barns

In Kentucky special emphasis has been laid on tobacco-barn improvement which has resulted in approximately 1,000 barns being ventilated with ridge ventilators and hundreds of others improved by other types of repairs.

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Daily Radio

A 5-minute radio talk for farmers now goes on the air in Maine every weekday except Saturday. The State department of agriculture broadcasts on Monday and Tuesday, the experiment station on Wednesday, members of the extension staff give short subject-matter talks on Thursday, and on Friday the Maine Farm Radio News is presented.

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Egg Auction

Pennsylvania cooperative egg auctions marketed eggs worth more than a million dollars last year, F. E. Manning, extension specialist in agricultural economics at the Pennsylvania State College, reports.

Members of the cooperatives received an average of more than 30½ cents per dozen for 4,038,550 dozen eggs which sold for \$1,231,859.57. This high average was for all grades and sizes.

Manning explains that the producers receive the high average price because 88½ percent of their large- and medium-

sized eggs are sold in the two top grades. Sales of 34½ percent of the eggs are in the top, or fancy, grade and 54 percent in the second, or extra, grade.

Slightly more than two-thirds of the eggs marketed by the cooperative auctions during the past year were sold as large eggs averaging 24 ounces or more a dozen. One association sold almost three-fourths, or 73.3 percent, of its members' eggs in that size.

Cooperative egg auctions in Pennsylvania have grown steadily since the first one was started in July 1930. Sales jumped from \$226,435 for the year ended September 30, 1932, to \$546,991 the following year and to \$853,596 the next year.

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After Camp

Since 1927, the first year of the National 4-H Club Camp at Washington, D. C., Arkansas has sent 36 delegates to that meeting. Seven of the young men and seven of the young women are farming or are homemakers and leaders in their communities.

Twenty-three of the thirty-six have obtained college or university training or are now attending such institutions; 14 are now in attendance at the University of Arkansas College of Agriculture. Accounting for those who have completed their training, 5 are county agents or home demonstration agents, 4 are vocational agricultural teachers, 3 are farmers, 3 are homemakers, and 2 have entered other professions.

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Youngster

A birthday party extraordinary is reported by County Agent Bob Endicott of Warrick County, Ind. Mr. Clint F. Hesler, cow tester, gave his friends a birthday party, unusual because it was his own birthday. The friends were members of cow-testing associations in Fountain, Posey, Vanderburgh, and Warrick Counties. More unusual is the fact that Mr. Hesler is the oldest cow tester in America, both in years of service and years of age. It was his eightieth birthday and 250 friends whom he had served came to his party at the Bluegrass Community House. Mr. Hesler's two sons followed their father's example. Alfred is county agent in Fountain County, Ind., and Ray is on the staff of the College of Agriculture in Tennessee.

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Marketing

A Federal-Territorial food-products inspection and standardization service has been established in Hawaii through the efforts of the Extension Service. To supplement and amplify this work, a marketing specialist has been appointed to the extension staff.

DELAWARE has a new extension editor in the person of John H. Skinner, Jr., who has been assisting Tom Johnston with extension editorial work in Indiana. This is the first extension editor for the State of Delaware, and the appointment was effective January 1, 1936.

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EDITORIAL assistants have been appointed recently in two States to aid in preparing home-economics material. Mrs. Blanche E. Hyde, assistant State home demonstration leader, has been appointed home-economics editor on the staff of I. G. Kinghorn, extension editor in Colorado. Gertrude Dieken, assistant extension editor to take care of home-economics information, is the new addition to the staff of L. R. Combs in Iowa.

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VERMONT announces the appointment of Harry P. Mileham, extension editor. Mr. Mileham has been with Rutgers University in New Jersey. The Vermont appointment became effective December 9.

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CLARA K. DUGAN, formerly home demonstration agent in Richland County, N. Dak., has recently been added to the home-economics staff of the North Dakota Extension Service and will specialize in child welfare and family relations. Miss Dugan will cooperate with homemaker clubs, 4-H club leaders, parent-teacher associations and other similar organizations.

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RURAL young people's work in Iowa will be under the direction of Earl N. Shultz, newly appointed specialist in charge of organizations for young people between 21 and 30 years of age. About 50 of these groups have been organized and are conducting meetings. Mr. Shultz has been the extension dairyman in that State.

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MARY STILWELL BUOL, home demonstration leader in Nevada, has quite a record as an officeholder. She is adviser on the program committee, Nevada Farm Bureau Federation; State chairman, department American home, State Federation of Women's Clubs; State health chairman, Nevada Federation of Business and Professional Women; and director and member of executive committee of the Nevada Public Health Association.

COUNTY PLANNING

Fundamental to Sound Agricultural Development

C. W. WARBURTON

Director of Extension Work

THE recent decision of the Supreme Court invalidating the Agricultural Adjustment Act places added emphasis upon the necessity for and value of the county planning project. Many States regard this as one of the most fundamental projects ever undertaken by the Extension Service. They were actively engaged with this project at the time the Court rendered its decision. Since then most extension workers have been able to give this project more attention than previously seemed possible.

MUCH has been accomplished in recent months through the activities of the Agricultural Adjustment Administration and the Extension Service in enabling farmers to visualize more definitely the problems facing them as individual producers and those facing agriculture as an industry. This holds true for both production problems and the problems of more efficient marketing. However, even greater accomplishments remain to be attained. The county planning project serves as an effective medium through which these agricultural problems can be attacked in an organized manner. The keen interest being evinced by farmers throughout the country in a unified attack upon our agricultural problems should encourage us all to give this endeavor our fullest possible attention.

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FIRST MILESTONE IN CONTINUOUS PLANNING The phase of this project being undertaken this winter should mark only the first milestone in a continuous process of planning agricultural adjustments. Continuously changing economic conditions and situations con-

stantly demand appraisal of local problems and adjustments necessary to meet these problems. No one can be better equipped to make these appraisals in light of local conditions than farmers themselves. The county committees which have been organized to carry out this project can and should exert a powerful influence in the development of future local and national agricultural policies. They should be kept functioning with this end in view.

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AGENTS VISUALIZE GREATER OPPORTUNITIES County extension agents throughout the country are entering into this project with much interest as its possibilities become more apparent. They are in touch with the sources of information which relate the individual farm and the local county problems to the problems of the area and the Nation as a whole. This program gives them a chance to place more emphasis on long-time phases of outlook work, on successful types and systems of farming, on soil conservation, and on good land use. A better evaluation of these interlocking problems can be obtained through bringing this information, adequately organized and interpreted, to local committees and other farmers for their consideration. This will help in making sound recommendations on needed adjustments and means of attaining them.

IT IS through such endeavor that the Extension Service has been able to render the valuable assistance to farmers that it has in the past. This project, vitally essential as it is, should occupy a prominent place in our current and future extension programs.

LAND-GRANT COLLEGES ON PARADE

New Radio Programs Broadcast Direct from Campus

“How Land-Grant Colleges Serve the Public” is the central theme for a new series of radio programs which was ushered in by the presentation on January 15 of the University of Illinois.

Each monthly program consists of one hour of talks and music planned, arranged, and produced entirely by the staff and the musical organizations of the different institutions. It will be broadcast from the campus to millions of homes over the Farm and Home Hour network of 50 radio stations.

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The new type of Land-Grant College radio program has been made possible by the cooperation of the National Broadcasting Company, the United States Department of Agriculture, and the Land-Grant Colleges.

SCHEDULE, 1936

12:30 to 1:30 p. m., E. S. T.

JANUARY 15 . .	ILLINOIS
FEBRUARY 19 .	NEW YORK
MARCH 18 . . .	COLORADO
APRIL 15	ARKANSAS
MAY 20	OREGON
JUNE 17	MASSACHUSETTS
JULY 15	SOUTH DAKOTA
AUGUST 19 . . .	VERMONT
SEPTEMBER 16 .	FLORIDA
OCTOBER 21 . .	KANSAS
NOVEMBER 18 .	L.-G. C. MEETING
DECEMBER 16 .	KENTUCKY



*Tune in on the
Land-Grant College Radio Hour*

The third Wednesday of every month
From 12:30 to 1:30 p. m., Eastern Standard Time

EXTENSION SERVICE
U. S. DEPARTMENT OF AGRICULTURE
WASHINGTON, D. C.